Employer Demand Profile

Enabling Market-Responsive Program Development

Real-time employer demand data identifies the top skills, employers, and occupations for professionals with a bachelor's degree or above. Use the data and brainstorming questions included here to guide campus discussions about how to grow and direct the development of the program portfolio.

Questions to Inform Initial Program Discussions

Skills

- Which of our current programs integrate high-demand skills?

- What new program opportunities would confer high-demand skills?

- Are these skills relevant to a narrow suite of programs, or should most or all of our programs teach these skills?

- Do we emphasize these high-demand skills in our marketing messages?

Employers

- How often do our students find jobs with these top employers?

- How many employees of these top employers do we or have we previously served?

Region in Focus: Louisiana

Most Commonly Sought Job Skills in 2024

n = 121,478 job postings

Skill	Number of Job Postings
Project Management	15,106
Marketing	12,330
Auditing	11,166
Accounting	10,543
Nursing	9,939
Finance	9,277
Occupational Safety And Health	6,860
Medical Privacy	6,635
Computer Science	6,366
Data Analysis	6,252

Employers with Greatest Demand in 2024

n = 121,478 job postings

Employer	Number of Job Postings
Ochsner Health	5,730
Walmart	5,640
State of Louisiana	4,888
Tulane University	2,371
Louisiana State University	2,042
Entergy	1,324
LCMC Health	920
GPAC	910
LSU Health Sciences Center	851
CHRISTUS Health	752

Source: EAB analysis. Lightcast Analyst.

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Questions to Inform Initial Program Discussions

Occupations

- What opportunities do we have to expand programs that already prepare students to find jobs in these popular occupations?
- What new programs should we consider launching that align with employer demand for these occupations?
- How can we attract students to our programs to prepare for these roles?
- How often are students inquiring about education and job opportunities in these occupations?
- What continuing education might professionals in these high-demand occupations require to maintain their qualifications?

Most Commonly Sought Occupations in 2024

n = 121,478 job postings

Occupation	Number of Job Postings
Registered Nurses	6,565
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	2,964
General and Operations Managers	2,387
Project Management Specialists	2,342
First-Line Supervisors of Retail Sales Workers	2,087
Accountants and Auditors	2,058
Medical and Health Services Managers	2,038
Sales Managers	1,966
Secondary School Teachers, Except Special and Career/Technical Education	1,846
Software Developers	1,759

Additional EAB Resources to Support Market-Responsive Program Development

Market Intelligence Resources

- Executive Guide to Certificate Market Risks and Opportunities
- Understand the needs and motivations of working professional student segments

Program Launch Resources

- New Program Launch Guidebook
- Adult Program Innovation Launch Guide

Program Design Resources

- Design Credentials to Meet Adult Student Needs roadmap
- 3 tips for innovative and successful program design

Program Revitalization Resources

- Revitalizing the Program Portfolio
- Choosing the right undergraduate programs for revitalization
- Revitalizing Academic Program Performance webinar

Source: EAB analysis. Lightcast Analyst.